

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT		
NATURE OF CONVEYANCE:	Corrective Assignment to correct the Entity Type of the conveying part previously recorded on Reel 004429 Frame 0954. Assignor(s) hereby confirms the transfer of all right, title and interest.		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Monster Cable Products, Inc.		11/23/2010	CORPORATION:
RECEIVING PARTY DATA			
Name:	Beats Electronics, LLC		
Street Address:	2220 Colorado Avenue		
City:	Santa Monica		
State/Country:	CALIFORNIA		
Postal Code:	90404		
Entity Type:	LIMITED LIABILITY COMPANY:		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77794739	SOLO	
CORRESPONDENCE DATA			
Fax Number:	(312)980-0728		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	312-269-8000		
Email:	mhall@ngelaw.com		
Correspondent Name:	Michael G. Kelber		
Address Line 1:	Two North LaSalle Street, Suite 1700		
Address Line 2:	c/o Trademark Administrator		
Address Line 4:	Chicago, ILLINOIS 60602		
ATTORNEY DOCKET NUMBER:	22552.0701		
NAME OF SUBMITTER:	Michael G. Kelber		
Signature:	/Michael G. Kelber/		

CH \$40.00 77794739

900181501

TRADEMARK
 REEL: 004454 FRAME: 0956

Date:

01/15/2011

Total Attachments: 8

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TO:MICHAEL G. KELBER COMPANY:TWO NORTH LASALLE STREET, SUITE 1700

**UNITED STATES PATENT AND TRADEMARK OFFICE**

UNDER SECRETARY OF COMMERCE FOR INTELLECTUAL PROPERTY AND
DIRECTOR OF THE UNITED STATES PATENT AND TRADEMARK OFFICE

DECEMBER 29, 2010

PTAS

MICHAEL G. KELBER
TWO NORTH LASALLE STREET, SUITE 1700
ATTN: TRADEMARK ADMINISTRATOR
CHICAGO, IL 60602

***900178553***

UNITED STATES PATENT AND TRADEMARK OFFICE
NOTICE OF RECORDATION OF ASSIGNMENT DOCUMENT

THE ENCLOSED DOCUMENT HAS BEEN RECORDED BY THE ASSIGNMENT DIVISION OF THE U.S. PATENT AND TRADEMARK OFFICE. A COMPLETE MICROFILM COPY IS AVAILABLE AT THE ASSIGNMENT SEARCH ROOM ON THE REEL AND FRAME NUMBER REFERENCED BELOW.

PLEASE REVIEW ALL INFORMATION CONTAINED ON THIS NOTICE. THE INFORMATION CONTAINED ON THIS RECORDATION NOTICE REFLECTS THE DATA PRESENT IN THE PATENT AND TRADEMARK ASSIGNMENT SYSTEM. IF YOU SHOULD FIND ANY ERRORS OR HAVE QUESTIONS CONCERNING THIS NOTICE, YOU MAY CONTACT THE EMPLOYEE WHOSE NAME APPEARS ON THIS NOTICE AT 571-272-3350. PLEASE SEND REQUEST FOR CORRECTION TO: U.S. PATENT AND TRADEMARK OFFICE, MAIL STOP: ASSIGNMENT SERVICES BRANCH, P.O. BOX 1450, ALEXANDRIA, VA 22313.

RECORDATION DATE: 12/11/2010

REEL/FRAME: 004429/0954

NUMBER OF PAGES: 4

BRIEF: ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
DOCKET NUMBER: 22552.0701

ASSIGNOR:

MONSTER CABLE PRODUCTS, INC.

DOC DATE: 11/23/2010

CITIZENSHIP:

ENTITY: LIMITED LIABILITY
COMPANY

ASSIGNEE:

BEATS ELECTRONICS, LLC
2220 COLORADO AVENUE
SANTA MONICA, CALIFORNIA 90404

CITIZENSHIP: DELAWARE
ENTITY: LIMITED LIABILITY
COMPANY

USPTO

1/7/2011 9:11:55 AM

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Fax Server

TO:MICHAEL G. KELBER COMPANY:TWO NORTH LASALLE STREET, SUITE 1700

004429/0954 PAGE 2

SERIAL NUMBER: 77794739

FILING DATE: 07/31/2009

REGISTRATION NUMBER: 3881072

ISSUE DATE: 11/23/2010

MARK: SOLO

DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN BLOCK FORM

TONYA LEE, EXAMINER

ASSIGNMENT SERVICES BRANCH

PUBLIC RECORDS DIVISION

TO:MICHAEL G. KELBER COMPANY:TWO NORTH LASALLE STREET, SUITE 1700

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SUBMISSION TYPE:	NEW ASSIGNMENT		
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RECEIVING PARTY DATA			
Name:	Beats Electronics, LLC		
Street Address:	2220 Colorado Avenue		
City:	Santa Monica		
State/Country:	CALIFORNIA		
Postal Code:	90404		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
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Fax Number:	(312)980-0728		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	312-269-8000		
Email:	mhall@ngelaw.com		
Correspondent Name:	Michael G. Kelber		
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Address Line 2:	Attn: Trademark Administrator		
Address Line 4:	Chicago, ILLINOIS 60602		
ATTORNEY DOCKET NUMBER:	22552.0701		
NAME OF SUBMITTER:	Michael G. Kelber		
Signature:	/Michael G. Kelber/		

CH \$40.00 77794739

TO:MICHAEL G. KELBER COMPANY:TWO NORTH LASALLE STREET, SUITE 1700

Date:

12/11/2010

Total Attachments: 2

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TRADEMARK ASSIGNMENT

Electronic Version v1.1
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Signature:	/Michael G. Kelber/
Date:	12/11/2010
Total Attachments: 2 source=ExecutedTMAssignment#page1.tif source=ExecutedTMAssignment#page2.tif	
RECEIPT INFORMATION ETAS ID: TM189295 Receipt Date: 12/11/2010 Fee Amount: \$40	

TRADEMARK ASSIGNMENT

This assignment is by and between Monster Cable Products, Inc. ("Monster"), ("Assignor"), and Beats Electronics, LLC. ("Beats") (Assignee).

WHEREAS, Assignor is the owner of all right, title and interest in and to the trademarks listed in Schedule A hereto, including the corresponding U.S. and foreign applications identified in Schedule A (collectively, the "Trademarks"); and

WHEREAS, Assignee is desirous of acquiring the Trademarks;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns and transfers to Assignee all right, title and interest in and to the Trademarks, including without limitation the goodwill symbolized by the Trademarks, the same to be held and enjoyed by Assignee for its own use and enjoyment, and for the use and enjoyment of its successors, assigns, and/or other legal representatives in the registration and application set forth in Schedule A, and the right to sue and collect damages for past infringement of the Trademarks by any third party.

Monster Cable Products, Inc.

By: 

Name:

David Tognotti

Title:

General Manager + VP

Date:

23 Nov 2010

Beats Electronics, LLC.

By: 

Name:

Susan Kalot

Title:

CEO

Date:

11/30/2010

TRADEMARK

REEL: 004454 FRAME: 0964

SCHEDULE A

JURISDICTION	SERIAL NUMBER	APPLICATION DATE
United States	77/794,739	31 July 2009
Peoples Republic of China	8035655	29 January 2010
European Community	008841959	28 January 2010

NGEDOCs: 1736403.1